

JUNE 15, 2022

SPOTLIGHT

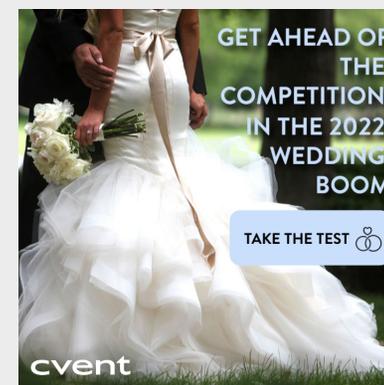
Rising Oil Prices Affect So Much More Than Gas At The Pump

By Steve Eubanks, Contributor, Golf Business

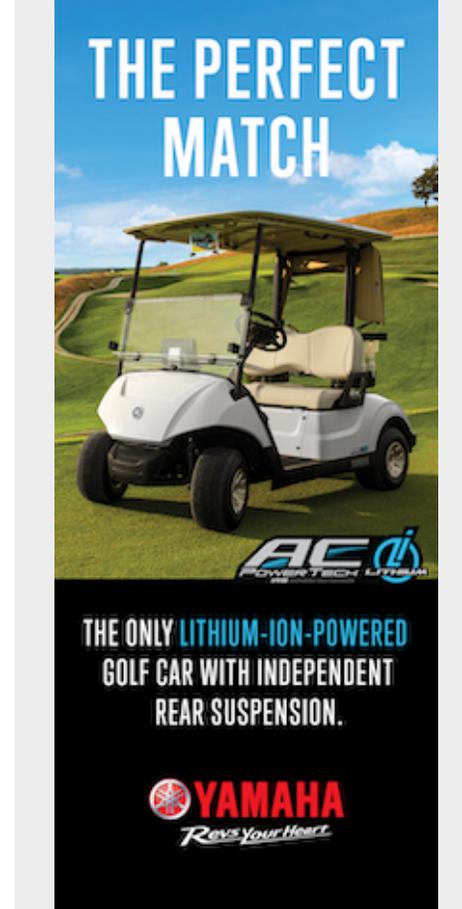
Early on the morning of Good Friday, a 60-year-old banker named Scott Tucker signed a contract to replace the irrigation system at Coosa Country Club, the top private club in the small industrial town of Rome, Georgia, northwest of Atlanta. Tucker was the president of the club, a job that came with more headaches than he'd expected but one he also cherished because of the goodwill he'd discovered among his members. When he started the fundraising campaign for the new irrigation and a redesign of the greens, which were built by George Cobb in 1961, Tucker had members open their wallets in ways he never thought possible. That was the good news. The bad news lies ahead. The irrigation project is budgeted at \$1.13 million ... pretty standard pricing for that part of the country. But there's a catch. A clause in the contract allows for overages based on the cost of materials. And with inflation at its highest point in two generations, those overages could alter the club's plans dramatically... [READ MORE >>](#)

Golf Marketplace Economics: How the Philadelphia Golf Market Loses Millions Each Year

By Sean Duggan, Director of Sales, GolfBack Solutions



What if I told you that, overnight, the equivalent of 3 brand new 18-hole daily fee golf courses (competitors) opened in your immediate golf market? What if I told you millions of dollars are taken from your golf market every year? “That’s not possible.” Well, that’s exactly what happens every day in the Philadelphia metro area through GolfNow barter. Stay with me... We analyzed one date, May 21st, 2022, to see the market impact of barter and the results are astonishing... [READ MORE](#) >>



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GOLF BUSINESS MAGAZINE MAY/JUNE 2022

From Canadian Cliffs to Citrus Farms: The Cabot Golf Experience

For as long as Ben Cowan-Dewar can remember, the Canadian golf developer has been drawn to distinctive course design and compelling golf destinations that will survive the test of time. Cowan-Dewar’s fascination with



golf architecture and development started as a young child... [READ MORE >>](#)

Attracting the Golf Traveler – Post Pandemic

Could it be? Really? Is 2022 the year we see the elusive golf traveler emerge from a two-year hibernation? A firm shake of your magic eight ball yields: “Signs point to yes!” “There is positive news on the travel front,” says Chris Adams, who heads research and insights... [READ MORE >>](#)

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March 2022 Post-Pandemic Normal vs. Golf Surge SPORTS & LEISURE RESEARCH GROUP	Now Available in NGCOA's Research Center

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291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



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